

Project description –Evaluation of the 2006 May *Click It or Ticket* mobilization

Please reference “Overview of OHSP competitive grant award process” on the Office of Highway Safety Planning (OHSP) web site (<http://www.michigan.gov/ohsp>) for an explanation of the process.

Background

Traffic crashes remain the number one cause of death before age thirty-five and a leading cause of death at all ages. The use of safety belts is a simple and effective method of reducing injuries and deaths in motor vehicle crashes. To increase safety belt use and decrease fatalities and injuries, Michigan has required the use of safety belts by front seat occupants of motor vehicles since 1985 and has allowed primary (standard) enforcement of this law since 2000.

The Office of Highway Safety Planning (OHSP) has supported the enforcement of this law by participating in the national law enforcement mobilization program since 2002. The *Click It or Ticket* safety belt mobilization around Memorial Day is the largest annual law enforcement event of its kind. A thorough evaluation of this program helps to identify successes and areas for improvement.

Purpose

Full statewide direct observation surveys of safety belt use show the effects of the mobilization campaign. Surveys shall be carried out around the Memorial Day 2006 campaign: one before (pre-survey) and one after (post-survey); each of these statewide surveys will also be accompanied by a sampling from rural areas of the state, along with a rural sampling in late April. The grantee shall carry out these direct observation surveys and report the results. The expected steps in this process are: verify that the current survey methodology remains suitable for the annual evaluation, retain and train observers for the surveys, observe and record safety belt use along selected demographic characteristics, analyze the resulting data, prepare a report on the findings, and respond to any questions concerning the observations and report.

Deliverables

The grantee shall provide OHSP with the preliminary safety belt use rate, as determined by the observations, by June 30, 2006. The grantee shall provide OHSP with a draft of the full report within one month after the preliminary estimate is available, and the final report one month after that (125 print copies and an electronic copy).

Observations and the report must comply with all federal guidelines for observational surveys of safety belt use, notably to be found in the Federal Register at 63 FR 46389-46394 and 65 FR 13679-13683. These guidelines require a full explanation of the methodology employed, as well as the safety belt use for each category of vehicle.

The report must include a detailed explanation of methodology used, including observation site selection, collection of observation data, and calculation of results. The report must show for each survey the overall safety belt use, safety belt use by stratum or region, by vehicle type, time of day, day of week, vehicle occupant sex, estimated age, and seating position. The report should cross-tabulate results in each stratum/region against vehicle type, in each vehicle occupant sex against age, and in each vehicle type against all other demographics. Other vehicle characteristics and driver demographics, such as ethnicity, are welcomed. The report must make relevant comparisons between the pre- and post-surveys, including notes of statistically significant changes. Analysis across years or between regions/strata will also be helpful. OHSP welcomes innovations in reporting and analysis.

Additional specifications

For purposes of consistency and longitudinal comparison, the grantee shall be expected to use the existing methodology, as approved by the National Highway Traffic Safety Administration (NHTSA). Intended deviations from the existing methodology for selecting sites, conducting observations, or calculating results must be outlined in the proposal, consistent with program objectives, and approved by OHSP and NHTSA. It shall be the responsibility of the grantee to secure such approvals before training observers and conducting observations, with sufficient lead time before activity begins.

The initial rural sampling will conclude before May 1, 2005. The first statewide survey (with rural sampling) will conclude before May 15, 2006. The final surveys will begin immediately after June 4, 2006. The preliminary safety belt use rate must be calculated and provided to OHSP by June 30, 2006.

The existing methodology allows for either paper or electronic collection of observation data, and the grantee can choose either so long as deadlines are met. Specific survey sites may be redrawn in accordance with the existing methodology, if necessary or desired.

OHSP will consider proposals for the provision of staffing and for the entire data collection process alongside one another, determining which proposal provides the best value to the State of Michigan.

The organization awarded the grant must agree to abide by the OHSP "Grant Management Requirements," as posted on the OHSP web site. Following the selection of a successful proposal, the grantee must complete the formal grant application and review process through Michigan's web-based grant application to finalize grant details. All OHSP grants are administered on a reimbursement basis. All grant-related costs incurred are first paid by the grantee, the grantee bills OHSP, and then OHSP reimburses the grantee. Quarterly progress and financial reports are required, even for quarters with no activity.

Funding for this project is contingent upon the availability of U.S. Department of Transportation Highway Safety Funds for fiscal year 2006. Changes in federal plans may lead to changes in OHSP programs requiring reasonable accommodations from grantees to keep existing projects consistent with organizational goals. OHSP appreciates the difficulty of adjusting plans and appreciates grantees' flexibility in adapting projects to evolving conditions.

Due date

All proposals for this project must be received at OHSP by July 20, 2005. Proposals may be submitted electronically in Adobe Acrobat or Microsoft Office 97 format. If submitting paper copies, the candidate must submit five (5) copies.

Contact information

Please direct proposals and any questions about this grant opportunity to:

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